

From the most successful 100's...
**Benson & Hedges
 100's Lights**



Year after year Philip Morris outgrows the rest
 of the industry combined.

**PHILIP
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 Benson & Hedges 100's Lights
 "From the most successful 100's."
 American Automobile Manufacturers Association—September 1979
 News Release by Government Editors—April 1978
 Conference Report—January & February 1978
 Military Market Exchange & Customary 1978
 Progress Report—August 1978 & January 1979
 Conference Report—August 1978
 Conference Report—December 15, 1978
 Report—October 1978
 Philip Morris Inc.

Wells, Rich, Greene, Inc.

